



California's Winnable Battle:  
*Finish the Fight Against Tobacco*  
[www.facebook.com/FightTobacco](http://www.facebook.com/FightTobacco)  
Photo Contest  
Official Rules & Requirements

### **Tobacco and Its Impact in My Community Photo Contest**

NO ENTRY FEE IS NECESSARY TO PARTICIPATE OR WIN. THE CONTEST IS VOID WHERE PROHIBITED BY LAW, REGULATION, STATUTE, OR OTHER APPROPRIATE LEGAL AUTHORITY.

#### **I. Purpose and Contest Sponsors**

The purpose of this contest is to raise awareness about the impact of tobacco use and to paint a picture of what tobacco use looks like across California communities. This contest is sponsored by the California Tobacco Control Program (CTCP), a program of the California Department of Public Health (CDPH).

#### **II. How to Enter**

- a. Photo submission: Contestants must complete and submit the Contestant Release Form and contest photographs by October 31, 2014. Contestants may email or fax a PDF or image of their completed Contestant Release Form. Our fax number is (916) 449-5517 and the email address is [FightTobacco@cdph.ca.gov](mailto:FightTobacco@cdph.ca.gov). The Contestant Release Form can be found online at <http://www.cdph.ca.gov/programs/Tobacco>. Photos that are submitted must have been taken on or after January 1, 2014.
- b. Retouching of photos: Photographs may not be altered, augmented, or rearranged. Cropping, modest darkening or lightening of parts of the image is permitted.
- c. Winning entries will be announced through various social media channels including the Fight Tobacco Facebook and the Fight Tobacco Flickr pages by December 1, 2014.

#### **III. Contest Requirements**

There is a submission limit of three photos per category for each contestant (i.e., a total of 12 photos). Also contestants must identify and assign each photo to a specific category during submission.

Photo submissions must be assigned to one of the following four categories:

1. *Predatory tobacco marketing and advertising*: This category focuses on marketing and advertising tobacco products by the tobacco industry to hook and attract young people, students, women, ethnic groups, and the poor. Photos in this category may include images of marketing and advertising for cigarettes, flavored tobacco products, chewing tobacco, snus, dissolvables, or electronic cigarettes (e-cigarettes).
2. *Secondhand smoke (outdoor and indoor)*: This category focuses on secondhand smoke exposure in both indoor and outdoor venues. It may include photos of exposure to secondhand smoke, use of e-cigarettes or signage describing where smoking is allowed or not allowed in areas such as restaurants and bars with patio seating, beaches, parks, homes, apartment complexes, or workplace sites.
3. *Cigarette Butt Litter*: Photos in this category may include cigarette butts that are discarded along sidewalks, parks, beaches, bus stops, or campuses – places where we work, eat and play.

4. *“What’s wrong with this picture?”*: Photos in this category focus on inappropriately placed tobacco products or advertisements . For example, photos may include tobacco products located next to candy or tobacco ads placed next to children’s toys.

#### **IV. Eligibility**

1. Contestants must be at least 13 years of age and California residents to participate. Contestants under the age of 18 must have a parent/guardian co-sign the Contestant Release Form.
2. Submissions will occur from September 2, 2014 through October 31, 2014; all photos must be submitted by 11:59 Pacific Standard Time (PST).
3. The person submitting the photo will be considered the contestant and will be the only person eligible to compete for the prize. In order to be eligible to win the prize, the contestant must provide accurate and complete information on the Contestant Release Form.
4. The following individuals are not eligible to enter the contest: California Tobacco Control Program employees or family members; professional photographers or advertisers; and any affiliates of the tobacco industry.
5. When a photo is submitted for entry into the contest, the contestant’s full name and location will be publicly identified.

#### **V. Prizes**

Each category will have four winners: Platinum, Gold, Silver, and Bronze. A Selection Committee will review the photos and determine the winners for the four categories. The prize winnings for each category include:

1. Platinum (\$100)
2. Gold (\$75)
3. Silver (\$50)
4. Bronze (\$25)

Also, all photo submissions in each category will have their photos exhibited online (this may include the Fight Tobacco Facebook page, the TobaccoFreeCA Facebook page, as well as the CDPH and CTCP websites).

#### **VI. Limitations of liability and release**

By submitting a photo, you are indicating that you have read and agreed to the following terms:

- You are not submitting any photos that are unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, libelous, invasive of another’s privacy, hateful, or racially, ethnically, or otherwise objectionable.
- You are not submitting any photos that harms individuals in any way.
- You are not submitting any photos with content that you do not have a right to make available under any law or other proprietary rights of any party.
- You acknowledge that CDPH and its designees shall have the right (but not the obligation) in their sole discretion to pre-screen, refuse, or remove any content at any time.
- You agree to allow CDPH and its designees unlimited use of your images in any medium, at any time and in any manner deemed appropriate by CDPH. You acknowledge CDPH’s right to alter or edit the images in any manner deemed necessary by CDPH.

**VII. Contact information**

If you have questions regarding the Photo Contest, please email us at [FightTobacco@cdph.ca.gov](mailto:FightTobacco@cdph.ca.gov)